

PATENT
Attorney's Docket No. 4346P001X3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Elliot A. Gottfurcht)
Serial No. 10/646,066)
Filed: August 21, 2003)
For: Method to Generate Advertising)
Revenue Based on Time and Location)

Examiner: CHAMPAGNE, DONALD
Art Group: 3622

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

In response to the Final Office Action mailed May 11, 2007 and Examiner's Answer
mailed August 20, 2007, in conjunction with the Request for Continued Examination under 37
C.F.R. § 1.114, submitted herewith, and in connection with the above referenced patent
application, the Applicant respectfully requests reconsideration in view of the following
amendments and remarks.